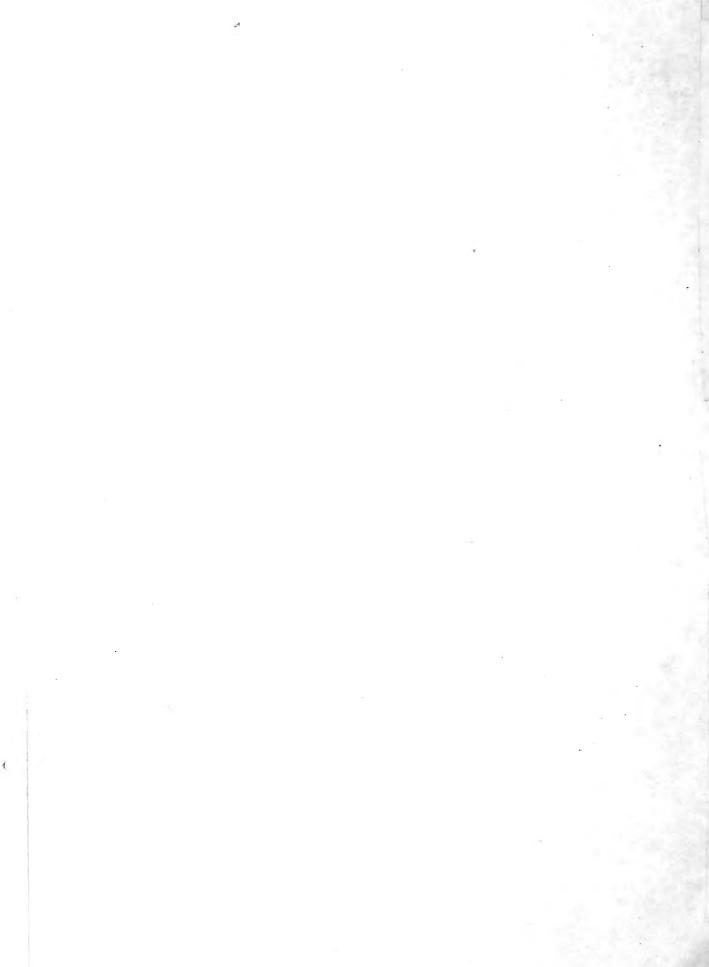
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Do not assume content reflects current scientific knowledge, policies, or practices.



A BIG ADVERTISING PROGRAM

for a BIG Faith FALL!

You'll get a heap o' buying activity this Fall, because we're backing you with the most ambitious summer's end advertising campaign in our company's history. Here's effective follow-through on our big Spring sales promotion. Let it work for you! Stock up now on Faith FINE LAWN PRODUCTS.

RADIO

WOR — New York

"JOHN GAMBLING'S LAWN PARTY"

15 minutes, every Saturday morning at 9:15 starting September 11th. With the popular John Gambling teaching the fundaments of Fall lawn building.

WCOP — Boston

"GEORGE GRAVES' HOME & GARDEN NEWS"

Every Tuesday and Friday morning beginning August 24. One of New England's most listened-to gardening shows.

NEWSPAPER

A consistent program of advertising in the following publications starting August 29th.

New York Times Herald Tribune Boston Herald Boston Globe

New York Sun

N. Y. World Telegram

50/50 ADVERTISING PLAN

You advertise in your local papers . . . we pay half. Write for particulars.

FREE MATS

WINDOW STREAMERS

MAILING PIECES

NEW Faith PRODUCTS that will Sell BIG!

Faith LAWN DIET

A complete and balanced food for the established lawn. Will aid in producing rich, luxurious, weed-free turf.

2 Faith SOIL FOOD with INSECT CONTROL

A new product that KILLS soil insects and FEEDS the soil in one easy application. CHLORDANE blended with a FIFTY PERCENT ORGANIC fertilizer for gardens and turf. Controls ants, cinch bugs, Japanese beetles, beetle grubs, and other insects.

3 Faith soil tester & Guide

Wonderful, new pocket-size tester, developed by us. Saves time money and hours of wasted effort. Gives soil analysis and remedy for lawns or gardens in two minutes.

(Dealer Discount, 40%)

Order NOW, for Your BIG Faith FALL



THE DOUG TEN SEED COMPANY

151 TWELFTH STREET, JERSEY CITY 2, N. J.

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